



The Influence of Brand Image and Social Media Instagram on Consumer Buying Interest

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Abstract—The increasingly rapid development of the business sector in the era of digitalization has an impact on increasingly tight business competition, especially in the city of Pekanbaru. This requires business actors to be able to compete and attract the attention of consumers to be interested in buying products so they are not left behind. One way that business actors can do to face the increasingly competitive competition is through the formation of a positive brand image and the utilization of social media Instagram as digital marketing which is expected to influence consumer buying interest. The aim of this study is to analyze the influence of brand image and social media Instagram on consumer buying interest. Simple random sampling was used as the sampling method of this research by taking data through questionnaires from 120 respondents. SEM (Structural Equation Model) in AMOS 26 was used to analyze the data. The analysis results show that brand image and social media Instagram significantly influenced consumer buying interest. In addition, it was also found that social media Instagram significantly influenced brand image.

Keywords: Buying interest; brand image; social media instagram

I. INTRODUCTION

The current rapid advancement of technology has an impact on the development of the business sector, which is marked by an increase in increasingly fierce and competitive competition. This competition requires a business to be able to act quickly and precisely in the face of a very dynamic and uncertain competition (Yoestini, 2007). This situation requires business actors to be able to compete and innovate so as not to be left behind and be able to attract the attention of consumers and the wider community. Business actors need to be more creative in determining the right strategy so that consumers can be influenced to be interested in buying and consuming their products.

Buying interest comes from learning and thinking processes that shape consumer perceptions. According to Setiadi (2013), buying interest is a process of integration that combines information to assess some

alternative actions and select one of them. This process of integration results in a selection that is perceptively represented as a desire to act. Business actors are required to have the ability to create a positive and good brand image and use the media as a place for good advertising so consumers are interested in buying the products offered. This is a challenge in making a marketing strategy in the current era of digitalization.

Brand image is one of the valuable business assets because it can influence consumer perceptions and give a positive and good impression of the brand through communicating a brand image to consumers (Ambarwati et al., 2015). Communicating a brand image of a product to consumers is not an easy task. Some brands can increase sales in a short time, but cannot guarantee that the product can last for a long time in the market, so this is a failure in efforts to build and maintain a brand image.

The phenomenon that is currently

happening is that there are various brands of products of the same type offered in the market but consumers cannot remember all of these brands so only products with special characteristics or strong branding are easy for consumers to remember because they can be distinguished from other products. Ong (2013) states that if a brand is well known, has a certain relevance in the minds of consumers, and can be distinguished from other brands, then the brand is perceived to be of high quality, and is recognized as having succeeded in generating buying interest and consumer satisfaction so that the brand has a good image among consumers.

The use of promotional media also needs to be carried out by business actors in the current digital era effectively, because technology and information, especially the internet, are growing rapidly from year to year. Social media is a form of utilizing internet technology. Social media has several advantages compared to conventional media in terms of activities, knowledge, network expansion, and information dissemination. Online activities can be done with social media by sending messages and feedback through the appeal of the message so that the audience can pay attention to the message conveyed (Syafira, 2021).

One type of social media used by business actors in promoting products is Instagram. In general, Instagram is a social media for uploading content in the form of photos and videos. According to Kurniawati & Arifin (2015), Instagram has been a phenomenon in itself among social network users. Instagram is a profitable promotional media because of low promotional costs and sometimes it doesn't even cost anything. In addition, the Instagram application features make photo and video content look attractive so that it can attract potential consumers to buy. Photos and videos from Instagram can also be shared with other social media so that the content can reach more users from other social media.

Some previous related studies have examined the brand image and customer purchase decision on social media that showed the results that social media marketing and content marketing has no significant effect on consumer buying interest, but brand image does (Ananda & Wisudawati, 2022). Meanwhile, another similar study also revealed that perceived quality did not significantly influence both purchase decision and brand awareness. Whereas celebrity endorsement, Instagram advertising, and E-WOM

significantly influence consumer purchase decisions and brand awareness. This research also found that brand awareness has a positive relationship with the purchase decision (Diantari & Jokhu, 2021).

Based on the above description, the aim of this study is to analyze the influence of brand image and social media Instagram on consumer buying interest and the influence of social media Instagram on brand image.

II. CONCEPT AND HYPOTHESIS

Brand Image

Brand image is something consumers think and perceive when they hear or see the brand's name or fundamentally something that consumers have learned about it (Supranto, 2011). The definition of brand image by Kotler & Keller (2016) is a description or explanation of the extrinsic character of a product or service, including how a brand fulfills the consumer's psychological or social needs. Setiadi (2013) states that brand image represents the brand's perception as a whole and consists of knowledge and previous experiences with the brand. Brand image refers to attitudes, which are beliefs and preferences about the brand. Purchases made by the consumer will be more likely if the consumer has a positive perception of the brand image.

Social Media Instagram

Social media is an internet-based platform that allows users to engage, share, and produce content such as forums, social networks, blogs, wikis, and cyberspace with ease (Cahyono, 2016). Another opinion states that social media is a place where the users possibly communicate with each other in the real and virtual world (Aditya, 2015).

Instagram is an application available on gadgets which used to share pictures and videos (Nisrina, 2015). The word "insta" originates from the word "instant", just like the Polaroid camera, then known as "instant photo", Instagram could also instantly display pictures. Then the word "gram" originates from the word "telegram", which is used to deliver information quickly to the users. Similarly, Instagram allows users to post pictures over the Internet so that users can quickly access the information they want. Therefore, Instagram is a composite of the words instant and telegram (Sari, 2017).

Buying Interest

Buying interest is something related to the consumer's plan to purchase a particular

product. Buying interest is permanent and subjective, so consumers feel interested and happy to be involved in it (Sunyoto, 2013). The definition of buying interest according to Kotler & Keller (2016) is an action that occurs in reaction to objects that show a consumer's desire to purchase a product. Buying interest is a reflection of the consumer's mentality, which reflects the plan to buy a product of a particular brand.

Brand Image and Buying Interest

Brand image takes a notable role in the final decisions making of consumers, which depends on the perceptions associated with the brand to be purchased (Negarawan, 2018). According to Salimun & Sugiyanto (2019), consumers choose products by considering their needs and desires. In this case, a product depends on the inherent brand image. The stronger the brand image in the consumer's mind, the higher the consumer's buying interest in the product, which makes the business will benefit continuously from time to time.

H1: Brand image significantly influences consumer buying interest.

Social Media Instagram and Buying Interest

Social media Instagram is very important in attracting consumer buying interest because the more effective the use and influential of Instagram social media, the higher consumer buying interest (Syahbani & Widodo, 2017). The right utilization of social media Instagram for promotion should be an effective marketing strategy to increase consumer buying interest (Suparnoto & Setiobudi, 2021). A study by Johan et al. (2022) shows that social media marketing on Instagram has a positive and significantly influences buying interest.

H2: Social media Instagram significantly influences consumer buying interest.

Social Media Instagram and Brand Image

Social media marketing affects the brand image of a product being promoted (Agmeka et al., 2019). Brand image can be influenced by social media (Schivinski & Dabrowski, 2016). The most important thing achieved through social media promotion is strengthening brand image (Suwarsih et al., 2021). Effectiveness and efficiency in promoting through Instagram make Instagram one of the preferred marketing tools to build a good brand image (Sulistiyo et al., 2020). Product and company profiles and information in social media are considered reliable,

feasible, and credible sources compared to conventional marketing types (Bruhn et al., 2012).

H3: Social media Instagram significantly influences brand image.

III. METHOD

This research was conducted at one of the typical Riau food and snack centers on Jalan Melati No. 2, Pekanbaru City, Riau Province from April to August 2022. This research method was a survey method by collecting data using a Likert scale questionnaire. The populations were consumers who have an Instagram account and follow the Instagram account of the Riau typical food center. The sampling method in this study used probability sampling with simple random sampling technique. The number of samples in this study was 120 respondents. All result data in this study were answered using Structural Equation Modeling (SEM) with the help of AMOS 26 software. Operationalization of variables is as follows:

Table 1. Operationalization of Variables

No	Variables	Indicators
1	Brand Image	1. Tenacity
		2. Congruence
		3. Precision
		4. Connotation
2	Social Media Instagram	1. Context
		2. Communication
		3. Collaboration
		4. Connection
3	Buying Interest	Interest of Transactional
		Interest of Referential
		Interest of Preferential
		Interest of Explorative

(Source: Recapitulation Data, 2022)

IV. RESULT AND DISCUSSION

Respondents Profile Based on Age

The profile of respondents based on age is described in Table 2 below:

Table 2. Respondents Profile Based on Age

Age	Frequency	Percentage (%)
17-25 years	77	61,60
26-35 years	40	32,00
36-45 years	8	6,40
Total	125	100,00

(Source: Processed Data, 2022)

The age-based profile description of the respondents revealed that respondents with the age range of 17-25 years dominate up to 77 respondents or 61.60% of the total number of respondents. Psychologically, consumers aged 17-25 are said to have a higher interest and desire to buy a product than those above (Pertiwi et al., 2015).

Respondents Profile Based on Gender

The profile of respondents based on gender is described in Table 3 below:

Table 3. Respondents Profile Based on Gender

Gender	Frequency	Percentage (%)
Male	18	14,40
Female	107	85,60
Total	125	100,00

(Source: Processed Data, 2022)

The profile description of the respondents by gender shows that majority of respondents in this study were female, amounting to 107 people, with 85% of the total number of respondents. Female interests will be different from male interests in something. The results of this study are consistent with Zulfikar & Mayvita (2017) findings, which revealed that female buying interest is better and higher than males because females have more consumptive and emotional behavior in buying products than males.

Respondents Profile Based on Type of Employment

The profile of respondents based on type of employment is described in Table 4 below:

Table 4. Respondents Profile Based on Type of Employment

Type of Employment	Frequency	Percentage (%)
Student	35	28,00
Private Employee	47	37,60
Businessman	26	20,80
Government Employee	8	6,40
Other	9	7,20
Total	125	100,00

(Source: Processed Data, 2022)

The profile description of respondents according to the type of employment shows that most of the respondents worked as private employees, as many as 47 people, or 37.60% of the total number of respondents. The subsequent most respondents with 35 people or 28% are students. The respondents with other types of employment include housewives and freelancers. Different types of consumer employment cause differences in consumer behavior from other types of employment (Kasali, 2007). The existence of differences in the employment an individual can predict interest in the activity to be carried out, such as buying a product.

Respondents Profile Based on Education Level

The profile of respondents based on education level is described in Table 5 below:

Table 5. Respondents Profile Based on Education Level

Education Level	Frequency	Percentage (%)
SMA	34	27,20
D1	1	0,80
D2	1	0,80
D3	4	3,20
S1	81	64,80
S2	4	3,20
Jumlah	125	100,00

(Source: Processed Data, 2022)

The profile description of respondents based on education level obtained shows that most of the respondents in this study had bachelor's degrees, as many as 81 people or 64.80 percent of the total number of respondents. Helmi et al. (2016) in his research states that education is related to consumer buying interest. The higher a person's education level, the better a person's consideration in product selection, and it will be easier to understand the benefits and advantages of the product.

Path Diagram Composing

The path diagram consists of 3 latent variables, 12 sub-latent variables, and 30 manifest variables. The path diagram is shown in the following image:

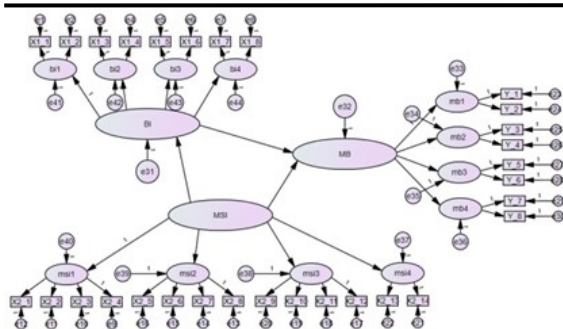


Figure 1. Path Diagram

(Source: Processed Data, 2022)

Structural Equation and Measurement Model

Structural equation is models that express cause-and-effect relationships between various constructs. The structural equation model for this study is as follows:

Buying Interest = β_1 Brand Image + β_2 Social Media Instagram + e_1

Brand Image = β_2 Social Media Instagram + e_2

The measurement model is model that states the intercourse among the latent construct and its measurement through the analytic measurement model factor. The measurement model in this study is as follows:

Endogenous Construct of Brand Image

$$X1_1 = \lambda BI + e1$$

$$X1_2 = \lambda BI + e2$$

$$X1_3 = \lambda BI + e3$$

$$X1_4 = \lambda BI + e4$$

$$X1_5 = \lambda BI + e5$$

$$X1_6 = \lambda BI + e6$$

$$X1_7 = \lambda BI + e7$$

$$X1_8 = \lambda BI + e8$$

Exogenous Construct of Social Media Instagram

$$X2_1 = \lambda MSI + e12$$

$$X2_2 = \lambda MSI + e11$$

$$X2_3 = \lambda MSI + e10$$

$$X2_4 = \lambda MSI + e9$$

$$X2_5 = \lambda MSI + e16$$

$$X2_6 = \lambda MSI + e15$$

$$X2_7 = \lambda MSI + e14$$

$$X2_8 = \lambda MSI + e13$$

$$X2_9 = \lambda MSI + e20$$

$$X2_10 = \lambda MSI + e19$$

$$X2_11 = \lambda MSI + e18$$

$$X2_12 = \lambda MSI + e17$$

$$X2_13 = \lambda MSI + e22$$

$$X2_14 = \lambda MSI + e21$$

Endogenous Construct of Buying Interest

$$Y_1 = \lambda MB + e23$$

$$Y_2 = \lambda MB + e24$$

$$Y_3 = \lambda MB + e25$$

$$Y_4 = \lambda MB + e26$$

$$Y_5 = \lambda MB + e27$$

$$Y_6 = \lambda MB + e28$$

$$Y_7 = \lambda MB + e29$$

$$Y_8 = \lambda MB + e30$$

Confirmatory Factor Analysis (CFA) of Brand Image Construct

The result of the Confirmatory Factor Analysis of Brand Image construct is shown below as follows:

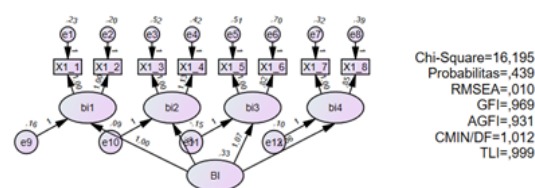


Figure 2. CFA of Brand Image

(Source: Processed Data, 2022)

The result of the Goodness of Fit (GoF) evaluation of Brand Image construct is presented as follows:

Table 6. Brand Image's GoF

Criteria	Result	Cut Off Value	Evaluation
Chi-Square	16,195	Small	Good
Probability	0,439	> 0,05	Good
RMSEA	0,010	< 0,08	Good
GFI	0,969	> 0,90	Good
AGFI	0,931	> 0,90	Good
CMIN/DF	1,012	< 2	Good
TLI	0,999	> 0,90	Good

(Source: Processed Data, 2022)

Goodness of fit evaluation of Brand Image construct based on Table 6 shows a good result because it is in accordance with the recommended cut-off value. Thus, the Brand Image construct in the research model can be accepted as a fit model.

Confirmatory Factor Analysis (CFA) of Social Media Instagram Construct

The result of the Confirmatory Factor Analysis of Social Media Instagram construct is shown below as follows:

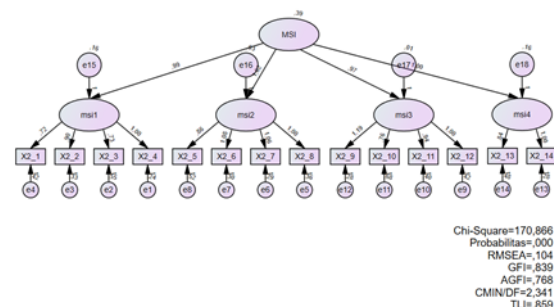


Figure 3. CFA of Social Media Instagram
(Source: Processed Data, 2022)

The result of the Goodness of Fit (GoF) evaluation of Social Media Instagram construct is presented as follows:

Table 7. Social Media Instagram's GoF

Criteria	Result	Cut Off Value	Evaluation
Chi-Square	170,866	Small	Not good
Probability	0,000	> 0,05	Not good
RMSEA	0,104	< 0,08	Not good
GFI	0,839	> 0,90	Marginal
AGFI	0,768	> 0,90	Not good
CMIN/DF	2,341	< 2	Not good
TLI	0,859	> 0,90	Marginal

(Source: Processed Data, 2022)

The evaluation of goodness of fit of Social Media Instagram construct showed poor results because many criteria were not in accordance with the recommended cut-off value. The results of the Chi-Square of 170.866 with the probability of 0.000 indicate that the model is not fit. Likewise, the other fit criteria are still below the recommended ones. Thus, the model needs to be improved to fit. One way is to modify the model by looking at the enormous error value of Modification Indices which is then removed from the model. The result of the revised model after being modified is presented in the image below as follows:

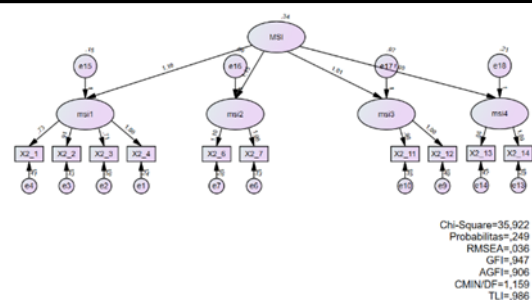


Figure 4. CFA of Social Media Instagram After Modification
(Source: Processed Data, 2022)

The result of the Goodness of Fit (GoF) evaluation of Social Media Instagram construct after modification is presented as follows:

Table 8. Social Media Instagram After Modification's GoF

Criteria	Result	Cut Off Value	Evaluation
Chi-Square	35,922	Small	Good
Probability	0,249	> 0,05	Good
RMSEA	0,036	< 0,08	Good
GFI	0,947	> 0,90	Good
AGFI	0,906	> 0,90	Good
CMIN/DF	1,159	< 2	Good
TLI	0,986	> 0,90	Good

(Source: Processed Data, 2022)

Goodness of fit evaluation of Social Media Instagram construct after modification based on Table 8 shows a good result because it is in accordance with the recommended cut-off value after being modified. Thus, the Social Media Instagram construct in the research model can be accepted as a fit model.

Confirmatory Factor Analysis (CFA) of Buying Interest Construct

The result of the Confirmatory Factor Analysis of Buying Interest construct is shown below as follows:

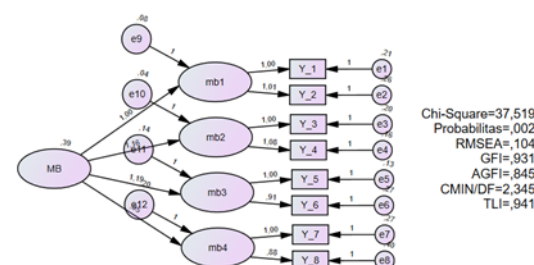


Figure 5. CFA of Buying Interest
(Source: Processed Data, 2022)

The result of the Goodness of Fit (GoF)

evaluation of Buying Interest construct is presented as follows:

Table 9. Buying Interest's GoF

Criteria	Result	Cut Off Value	Evaluation
Chi-Square	37,519	Small	Not good
Probability	0,002	> 0,05	Not good
RMSEA	0,104	< 0,08	Not good
GFI	0,931	> 0,90	Good
AGFI	0,845	> 0,90	Marginal
CMIN/DF	2,345	< 2	Not good
TLI	0,941	> 0,90	Good

(Source: Processed Data, 2022)

The result of the evaluation of goodness of fit of Buying Interest construct showed poor results because many criteria were not in accordance with the recommended cut-off value. The results of the Chi-Square of 37.519 with the probability of 0.002 indicate that the model is not yet fit. Likewise, other fit criteria are still below the recommended one, only GFI and TLI show good results above 0.90. Thus, the model needs to be improved to fit. One way is to modify the model by looking at the enormous error value of Modification Indices which is then removed from the model. The results of the revised model after being modified are presented in the image below as follows:

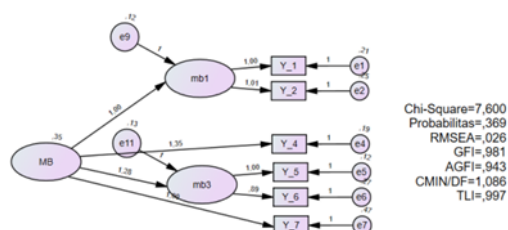


Figure 6. CFA of Buying Interest After Modification
(Source: Processed Data, 2022)

The results of the Goodness of Fit (GoF) evaluation of Buying Interest construct after modification are presented as follows:

Table 10. Buying Interest After Modification's GoF

Criteria	Result	Cut Off Value	Evaluation
Chi-Square	7,600	Small	Good
Probability	0,369	> 0,05	Good
RMSEA	0,026	< 0,08	Good
GFI	0,981	> 0,90	Good
AGFI	0,943	> 0,90	Good
CMIN/DF	1,086	< 2	Good
TLI	0,997	> 0,90	Good

(Source: Processed Data, 2022)

The goodness of fit evaluation of Buying Interest construct after modification based on Table 10 shows a good result because it is in accordance with the recommended cut-off value after being modified. Thus, the Buying Interest construct in the research model can be accepted as a fit model.

Normality Test

Data normality is evaluated by the criteria for the critical ratio (c.r) skewness value of ± 2.58 at a significant level of 0.01. The data is normally distributed if the c.r skewness value is under the absolute value of 2.58. Based on the data processing results, it is known that the value of c.r skewness value for all indicators shows a normal distribution as it is within ± 2.58 , so it can be concluded that the research data is distributed normally.

Outlier Test

Outlier testing is carried out by taking into account the value of the mahalanobis distance using the chi-square criterion on the degree of freedom according to the number of indicators at a significant level of 0.01. There are 30 manifest variables in this study, so the value of mahalanobis distance $(30; 0.01) = 50,893$. It means that if there is a case that has a mahalanobis distance greater than 50,893 it is an outlier.

The outlier test result reveals that several observation numbers have a mahalanobis distance value greater than 50,893. Thus, it can be ascertained that the several observation numbers contains outliers and be subsequently removed from the model so the research data is feasible to use.

Reliability Test

The reliability test result is presented in the table below as follows:

Table 11. Reliability Test

Variable	Composite Reliability	Description
Brand Image	1,351	Reliable
Social Media Instagram	1,864	Reliable
Buying Interest	2,296	Reliable

(Source: Processed Data, 2022)

The reliability test result reveals that the Composite Reliability value for all variables has a value greater than 0.70. It means all constructs in the research model have good reliability values (reliable), so the SEM model can be used for testing.

Analysis of Full Model SEM

The SEM analysis of full model result is shown in the image below as follows:

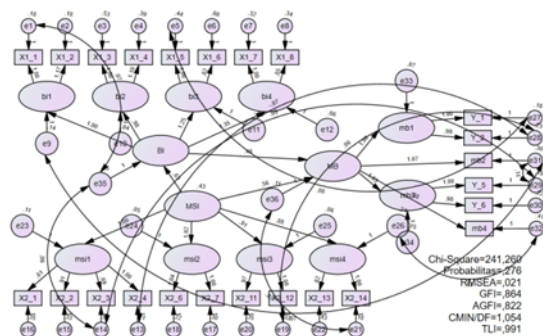


Figure 7. Full Model SEM

(Source: Processed Data, 2022)

The result of Goodness of Fit (GoF) evaluation of full model SEM is presented as follows:

Table 12. Full Model's GoF

Criteria	Result	Cut Off Value	Evaluation
Chi-Square	241,260	Small	Good
Probability	0,276	> 0,05	Good
RMSEA	0,021	< 0,08	Good
GFI	0,864	> 0,90	Marginal
AGFI	0,822	> 0,90	Marginal
CMIN/DF	1,054	< 2	Good
TLI	0,991	> 0,90	Good

(Source: Processed Data, 2022)

The goodness of fit evaluation of full model SEM based on Table 10 shows that the full model SEM in this study has fitted the Goodness of Fit criteria and shows good results because it is in accordance with the recommended cut-off value, which is indicated by the Chi-Square of 241.260 with the probability of 0.276. Likewise, with other fit criteria, such as TLI, whose value is above 0.90, RMSEA value of 0.021 is below 0.08, CMIN/DF value is below 2, as well as GFI and AGFI, which are already quite good, approaching 0.90. Therefore, the variables in this research model, namely Brand Image, Instagram Social Media, and Buying Interest, can be accepted as the formation of a full-fit model. So it can conclude that the structural equation model is a fit.

Hypothesis Test

Hypothesis test seen from standardized regression coefficient results, precisely in the regression weights values displayed in the coefficient regression and probability columns.

The value shown in the coefficient regression column should be compared with the critical value of ± 1.96 at the 0.05 significance level. Hypothesis acceptance condition is if the regression coefficient value is greater than the critical value ± 1.96 with a probability level of significance less than 0.05. The hypothesis test results is presented in the following table:

Table 13. Hypothesis Test

Variable	Coefficient Regression	Probability
Brand Image à Buying Interest	2,219	0,027
Social Media Instagram à Buying Interest	3,463	0,000
Social Media Instagram à Brand Image	5,615	0,000

(Source: Processed Data, 2022)

The hypothesis test that has been carried out showed that the entire regression coefficient value for each causality variable is above 1.96, with a significance level of less than 0.05. So, it can conclude that all hypotheses are accepted.

The Influence of Brand Image on Buying Interest

The analysis result shows that brand image significantly influences consumer buying interest. It means the stronger the brand image in the consumer's mind, the greater the consumer's interest in buying the product. That is in accordance with what was stated by Negarawan (2018) in his research that brand image takes a key part in influencing the tendency of consumers to buy a product. If consumers are satisfied with a brand, their interest in purchasing more products from that brand will be higher.

The Influence of Social Media Instagram on Buying Interest

The analysis result shows that social media Instagram significantly influences consumer buying interest. It means the more effective the utilization of social media Instagram as a promotional tool in product marketing, the greater the consumer's interest in buying the product. According to research conducted by Indika & Jovita (2017), social media Instagram has proven to have a significant influence on consumer buying interest, so social media Instagram is one of the essential things in attracting consumer buying interest.

The Influence of Social Media Instagram on Brand Image

The analysis result shows that social media Instagram significantly influences brand image. It means the more effective the utilization of social media Instagram as a media to market brands, the higher the positive brand image in the consumer's mind. These results support research Agmeka et al. (2019) which reveals that marketing of social media on Instagram affects the brand image of a product being promoted because social media can strengthen brand identity and increase consumer trust. When the product promotion of a brand is appropriately done through social media, especially Instagram, then the image formed on the brand gets stronger and better (Kotler & Keller, 2016).

V. CONCLUSION

Based on the results of research and discussion, it can be concluded several things: 1) Brand image significantly influences consumer buying interest. It means the stronger the brand image in the consumer's mind, the greater the consumer's interest in buying the product. 2) Social media Instagram significantly influences consumer buying interest. It means the more effective the utilization of social media Instagram as digital product marketing, the greater consumer buying interest in a product. 3) Social media Instagram significantly influences brand image. It means the more effective the utilization of social media Instagram as a platform to market the brand, the stronger and more positive the brand image in consumer's mind will be.

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